

Second Anniversary Automotive Going Strong



By L. J. FAULKNER, Automotive Editor.

From Copy Boy to BIG CHIEF the Automotive Section of The Washington Times is known as "Faulkner's Baby."

It is of the growth of this baby I am asked to write for our Second Anniversary Number.

To do this it will be necessary to blow my own Auto Horn, so to speak; from what I hear from my colleagues this is a stunt in which I excel.

In December, 1918, I was dragged from a sinecure position (my main duty being to elevate my legs at the proper angle on the edge of the desk and tell others to do things), and had the Automotive Section wished on me then and there.

Up to this time, or at least since the versatile Monte Sohn had relinquished charge of the section and assumed the editorial control of "Motor Life," very little effort had been made to push the section.

Candidly, I did not know what a caruretor's function was, or what the differential differed from. From this it can readily be seen I possessed the average knowledge of most Automobile Editors.

One thing I did learn at the very outset and that is that the representatives of the various makes of cars and tires in Washington were the finest bunch of live wires and good, game sports I had ever met in my many years of newspaper work. Of course there were some exceptions, but this only served to accentuate the good qualities of the others.

Let me pause here and in due reverence take off my hat to the dean of them all, the late Joe Stoddard. It is to be greatly regretted that this lovable man did not live to see the spirit of fraternalism that exists today among the Automotive trades people, due in no small part to his efforts; but as Kipling says, "that is another story."

I believed, at the outset, that Washington would appreciate an Automotive Section that contained live, up-to-date news, coupled with good advice by experts in the Automobile game; in fact, to make a real newspaper out of my section, was my main effort, and I felt that by doing this the advertisements would of necessity follow, as no advertiser, no matter how deep his personal prejudice might be, would ever sacrifice his business judgment on that account.

That my judgment was correct is shown by the statements of well-known advertising agencies connected with the Automobile industries, and whose business it is to know the facts, who state unreservedly that the percentage of gain in Automotive lineage in The Washington Times during the first six months of 1919 unquestionably exceeded any other Automotive Section in the country.

One of my beliefs is that a paper should buy Advertising, rather than sell it, and that the purchase price should be "SERVICE, MERIT, RESULTS."

Service should not be confined to the Advertiser alone, but to the reader as well.

With these latter ideas in view I inaugurated various departments in connection with the Automotive Section—one of these is known as the "Information Bureau," which is in charge of a capable expert in things Autoists would like to learn about.

If you contemplate buying a used car and doubt its age, a call to Main 5260, Auto Information Bureau, giving the car number, will obtain for you the year the car was made and the selling price at the time.

If you wish to take a tour, information as to roads and their condition, will be cheerfully given you.

Another department is known as "The Times' Auto Emergency Bureau." If in trouble on the road and in need of a tow home, repairs to car or tires, gasoline or help in other ways a call to the Emergency Bureau, Main 5260, will result in your being put in touch with the nearest Service Station to your location.

No charge whatever is made for any of these services, and that they have proved popular is shown that the Used Car Bureau receives an average of twenty calls a week. Emergency calls run up some weeks to over forty, Sunday easily leading all other days.

No record is kept of the calls relative to touring, but they amount to very many every day.

Statistically speaking, the Automotive Section of The Washington Times has grown from an average lineage of twelve thousand a month in 1918, to an average of nearly forty thousand during the months of March, April and June, 1919.

The recognized great success of the Automotive Section of The Washington Times would have been impossible without the hearty friendly co-operation given me by the Editorial and Composing Room Staffs and the Press Room.

I personally take this opportunity to extend my sincerest thanks to the executive department of this paper for the strong backing in every way they have unstintingly given me in my effort to make The Washington Times' Automotive Section the leading one in Advertising and News value in this part of the country.

If you want to know the best way to secure a better position telephone

The Washington Times

Main 5260

Free to Discharged Soldiers

TIMES DEVELOPS INTO METROPOLITAN PAPER

(Continued from First Page.)

It is a clear record of participation on the side of justice and right. The work of the paper.

The Times has fought for principle. It has instructed the uninformed; it has inspired the dispirited; it has amused the weary; it has chronicled accurately and without bias, fear or favor, the events of the last two years in city, nation, and world.

Washington has developed, with remarkable facility into a metropolis. The Times has kept the pace. The Times has developed a metropolitan newspaper, presenting the best of the news and metropolitan features obtainable from any source. The result has been the rise in Washington of a paper with a reputation limited only by the boundaries of the English-speaking race.

The Times presents each day the greatest collection of features ever published by any newspaper. They have been selected from the best work available in America, without regard to expense.

On the first page of every publication appears the "Today" column. It is a clear record of participation on the side of justice and right.

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Second Anniversary Real Estate Going Strong

By RONALD S. O'NEILL

Justice For All The Motto in Real Estate

The modern newspaper is an integral part of its community. It is a daily purveyor of the public news; a daily preacher of the gospel of right thinking and clean living; a daily catalogue of the wares and merchandises that are for sale in the community's markets.

There is no avocation among man's pursuits that is not the constant center of watchful interest on the part of the community's newspaper. It is the helpful hand-maiden of the artisan and the banker; the preacher and the merchant, the laborer and the rector.

Servant to all, it can only participate in the countless ways of men through specialization. That The Washington Times might better participate in the field of real estate—a field of such limitless extent in Washington—it has created a real estate department.

During the year that has flown, The Washington Times has endeavored, through its real estate pages, to be not alone a "disseminator of the news," but as well a conscientious exponent of views on the many vital problems that have engendered the serious attention of all thinking men during the trying wartime days of overcrowded Washington.

It has directed its influence with unceasing vigor against any and all invidious tendencies to make of the homes of men playthings for the conscienceless profiteer. It has insisted, with equal force, that the investor in real estate is entitled to a legitimate return on his investment, and that he is entitled to estimate his returns on the basis of present replacement costs.

It has repeatedly declared, as it honestly believes, that there is no immediate prospect of a reduction in the wages of labor or of the prices of materials. Upon the strength of that belief it has urged the immediate resumption of building, as the surest relief for the city's pressing housing shortage and as the most patriotic as well as sensible means of giving speedy and profitable employment to our armies of returning soldiers.

It has zealously sought to encourage men to own their own homes. It has endeavored to acquaint its readers with the present profits and lasting benefits that accrue to homeownership. In this effort it has loaned its columns in generous measure to the "Own Your Own Home" campaign of the United States Government.

It has urged the appropriation by Congress of sufficient funds, with which to carry on to completion those necessary and permanent improvements in Washington and its suburbs that were halted by the war. It has advocated the conservation and development of the tremendous power of Great Falls as tending toward the permanent good of the District.

Through its advertising columns it has presented an increasing number of real estate offerings with each passing week. It closed its second year yesterday with a real estate section of generous size, combining on its pages the representative listings of all of the largest real estate firms in Washington.

The real estate department of The Washington Times is proud of its accomplishments during the past year. But its vision is more appealing than its retrospection. It eagerly awaits the morrow that it may continue its work in this most interesting field.

There is no more fertile field for husbandmen of mind and intellect than that afforded in reality's realm. The business of building and selling homes, commercialized as it must be in a world of competitive strife, is withal one of the noblest pursuits on God's footstool.

Lips more eloquent than mine have sung paeons of praise to the intrinsic worth of the world's firesides. They are, after all, earth's nearest approach to Eden's garden. They are their owners' surest comfort and the world's greatest stabilizing influence.

That man and that newspaper which honestly and sincerely endeavors to increase the number of home-owners is engaged in a pursuit that ranks among the noblest works of men. The real estate department of The Washington Times is happy to be interested in this endeavor.

published in a big daily. In it the big man, the little man, the big occurrence, the injustice of the day, all get the air. It is one of the unique features of American journalism.

On the editorial page are also presented the daily articles of Beatrice Fairfax, writer, exclusively for Washington women. An indication of the popularity of this helpful feature is seen in the immense daily mail received by the writer.

The News Service. The Times is under the direct supervision of Michael W. Flynn, news editor. Mr. Flynn is a long time resident of Washington, and is thoroughly in touch with the news desires of the Washington public.

The Times receives the complete wire services of the United Press, which has more subscribers than any other news gathering association in the afternoon field.

The International News Service, whose articles are often featured in The Times, has a staff of high class workers in both national and foreign fields.

These two services completely cover all happenings for The Times all over the world. Day by day, one or both press for publication exclusive accounts of national affairs and of foreign affairs from Paris to Tegucigalpa.

Under the supervision of Dan E. O'Connell, former city editor of the Star, The Times staff of reporters each day covers every available point in Washington for local news. The All-Washington page presents eight columns of the more important articles devoted entirely to the interests of the city.

Washington's affairs in Congress, our board of aldermen, are reliably reported by A. Cloyd Gill in the House and Nelson Shepard in the Senate. Both are newspaper men of high standing and enviable reputation in Washington and throughout the country.

Of the daily local news features, the Washington topic—something gleaned from actual day-to-day contact on the street with men and women of the city. Mr. Godwin is one of the few editorial writers who obtain their ideas by direct communication with every day people.

He also conducts a daily "Heard and Seen" column, created by him, and now widely copied. This column is the "small town" newspaper idea, of its institutions, have found in him

the champion of all that is best for the community, and the foe of all in terference that would strike at Washington's progress.

The Times' theatrical reviews are honest criticisms, made by members of the staff, as a result of personal observation. The word of the effusive press agent is not accepted. If a play is recommended in the columns of the Times theatergoers may depend upon it that the production is worth while.

The department is under the capable supervision of Harry C. Langhorst. The society columns of The Times, under direction of Miss Ruth Eleanor Jones, are widely read and approved. Jean Elliot's letter, appearing in the Sunday issue, is one of the most interesting features of the paper—a chronicle of intimate gossip of the fancies and activities in social circles of the city.

Miss Jessie McBride, musical editor of the paper, presents each Thursday a page devoted to the work of local artists and to the development of music in the city. Miss McBride's reviews of musical events are recognized as being authoritative and accurate.

WASHINGTON —WHAT THE CITY STANDS FOR

(Continued from First Page.)

Boys did get to camp, some of them took French leave, and were a W. O. L. until a charge of desertion was checked against them.

Do you know that Washington had about the lowest record on desertions? That kind of stunt is the stuff that falls what's in a city. More than what you can see in the way of petticoats on a Saturday afternoon on any Main street in any burg in this big nation.

Then you'll hear 'em tell you about the kind of money they have in those mysterious cities where they are always making so much of spending so much.

Ask the chap that's doing so much boasting how much his city contributed to lick the Kaiser in War Service Stamps. There you have him hushed to the mast.

This little old Washington of yours and mine has the cute little record of standing on its right toes. The FIFTY SIX STATES when it comes to licking Germany by saving little sums in the whole United States the average savings stamp purchaser. For every human being from granddaddy down to the latest nuisance that hasn't begun to save anything (not even his dinner), was \$4.44 up to the time I had a chance to get into the mess of figures at the Treasury.

Nine sixty-four. That's what everybody in the country had if you add it all up and divide by 144,000,000 old folks that go to make up this American people.

Here's the Answer. Well, do you know what we fellows in this city of Washington have done the way of W. S. S.?

We have \$19.93 apiece in W. S. S. I guess by this minute we have a little more than that, but as I say, I had trouble in getting the real inside dope on this because the figures are too busy selling stamps to add up the totals, but at the time the last compilation was made there's where we stood in Washington, and I guess the whole country's worth of small-savings folks.

At any rate, it suits ME. When you know that Washington, D. C., sent New York in Thrift Stamp sales I guess we're not such a piker town, after all.

Then they'll tell you about some chap that bought so many Liberty Bonds that he couldn't carry them all away in a pocket book.

Produce him, please. We would have speech with him.

How About This? I am not going to bother you folks with a lot of figures about Liberty Bonds and the like of that, but just let me get away with the remark that on ALL the loans we did more than Uncle Sam asked us, but, so help me, Bob, I have a perfect right to exhibit here before you now the PRIZE RECORD OF THE WOMEN, and that's Washington, D. C.'s achievement in the Fourth loan drive.

This, let me say, is the Jim Hickey record of the entire series, the prize basket, the well-weighted champagne, the blue ribbon, or anything else you want to say.

Get onto this, folks, because this shows you the caliber of the town. When they ask you to DIG INTO FOUR JEANS and produce money after three loans and half a dozen charity drives—have stripped you clean, you feel as if you had been deprived of all power to move. And the way they divide the country on this is between the boys that came across on the Fourth loan and the boys who laid down and cried, "Kamared."

Not So Bad. New York City did fairly well on the fourth loan—didn't produce out of every hundred subscribed. Baltimore did pretty well—twenty-six out of a hundred came across. In Cleveland one half the folks loaned their money.

CAPITAL & SURPLUS \$5,400,000 Largest in Washington

3% COMPOUND INTEREST Paid on Savings Accounts

Open Your Account During Lunch Hour

Only a Few Steps From the Government Departments

TRAVEL THE SURE ROAD TO SUCCESS.

Your future is in your own hands. About nine out of ten who reach financial independence or who acquire a competence get there by the sure road of saving.

A Savings Account may be started with us for so little as one dollar.

HOME SAVINGS BRANCHES

7th St. and Mass. Ave. N. W. 8th and H Streets N. E. 436 7th Street S. W.

Fifteenth Street At Pennsylvania Ave.

CHAS. J. BELL, President

Second Anniversary Advertising Going Strong

The Growth of the Times As Measured by Advertising Gains

By E. C. ROGERS, Business Manager.

TWO classes of news go to make up the complete newspaper—news of the stores (advertisements) and the stories of products or propositions (also advertisements), as well as all the news of important happenings and things of interest throughout the world.

The advertising columns of The Washington Times are a complete directory of what to buy and where to buy, and this department has played its part in securing and holding reader interest for this newspaper.

Measured in agree lines (the standard of advertising measurement) the gain in advertising lineage of The Washington Times for the past year amounted to NEARLY ONE AND A HALF MILLION LINES (1,452,950 lines to be exact)—a gain on top of the previous year's advertising gain of equal proportions—a world's record in newspaper building from the standpoint of successive years' advertising gains, and commented upon from time to time during the past two years by such authorities on publicity as The Advertising Age.

That these gains have been proportionately distributed among the three classes of advertising carried by a newspaper (Local Display, Classified and National Advertising) gives added cause for satisfaction, and indicates a general development of these three important revenue producing departments.

Uncle Sam, but in little old Washington, D. C., SIXTY-SIX out of every hundred pledged themselves to help Uncle Sam pay the bill for licking the German army. Two hundred and forty-one thousand people GAVE UP REAL MONEY. There's the first in the whole country to give a million and a half dollars to the Government, and by doing so, we gave him \$40,410,000 in REAL COIN. There's the test.

Led the Whole Country. That's the kind of folks we have in this town. One hundred and eighty-five per cent of our quota. Nearly double. LEADING THE WHOLE BLOOMING NATION. THAT'S US! We did the same kind of work in

the Y. M. C. A. drives, and the Red Cross drive, and the United War work drive. In the Red Cross drive, the second one, when we were at war, we led the nation by unusual figures. They asked us for half a million and we responded with MORE THAN THREE TIMES THAT AMOUNT. In the Salvation Army Home Service Fund drive we were the first city over the top, collected 30 per cent more than our quota and LED THE CITIES OF THE NATION IN EVERY RESPECT.

So when they begin to tell you what they have done in other towns, flash Washington's record on them. They'll wither, boy, they'll wither.

Service Quality Satisfaction

Is What You Will Get If You Buy Your Next Winter's Fuel "NOW"

Deliveries Will Be Made Promptly

W. W. GRIFFITH

B. & O. R. R. TRESTLE First and N Streets N. E. Phone Franklin 4840

Only a Few Steps From the Government Departments

TRAVEL THE SURE ROAD TO SUCCESS.

Your future is in your own hands. About nine out of ten who reach financial independence or who acquire a competence get there by the sure road of saving.

A Savings Account may be started with us for so little as one dollar.

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